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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/611,476	07/01/2003	Robert E. Wycoff	PWYC0002/MRK	3301
29524 7590 01/24/2007 KHORSANDI PATENT LAW GROUP, A.L.C. 140 S. LAKE., SUITE 312 PASADENA, CA 91101-4710			EXAMINER COLAN, GIOVANNA B	
			ART UNIT	PAPER NUMBER
			2162	
SHORTENED STATUTORY PERIOD OF RESPONSE		MAIL DATE	DELIVERY MODE	
3 MONTHS		01/24/2007	PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<p align="center"><b>Office Action Summary</b></p>	<p><b>Application No.</b></p> <p align="center">10/611,476</p>	<p><b>Applicant(s)</b></p> <p align="center">WYCOFF, ROBERT E.</p>	
	<p><b>Examiner</b></p> <p align="center">Giovanna Colan</p>	<p><b>Art Unit</b></p> <p align="center">2162</p>	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 11 December 2006.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 23-28 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 23-28 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

### **DETAILED ACTION**

1. This action is issued in response to applicant filed request for continued examination (RCE) on 12/11/2006.
2. Claims 23 – 28 were added. Claims 1 – 22 were canceled.
3. Claims 23 – 28 are pending in this application.
4. Applicant's arguments with respect to the newly added claims 23 – 28 have been considered but are moot in view of the new ground(s) of rejection.

### ***Continued Examination Under 37 CFR 1.114***

5. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 10/11/2006 has been entered.

### ***Claim Objections***

6. Claims 23, 25, and 28 are objected to because of the following informalities:  
Claims 23, 25, and 28 include parenthesis in the claim language.  
Appropriate correction is required.

***Claim Rejections - 35 USC § 103***

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. Claims 23 – 28 are rejected under 35 U.S.C. 103(a) as being unpatentable over Knight (US Patent No. 6,515,681 B1, filed: May 11, 1999) in view of Buck et al. (Buck hereinafter) (US Patent No. 6,070,866, filed: September 14, 1998).

Regarding Claim 23, Knight discloses an Internet-based computer system for generating a message board display of an Internet-based message board, said computer system comprising an at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective users (Col. 6, lines 10 – 13, Knight);

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers, wherein each respective advertising offer of the plurality of advertising offers comprises (Col. 24, lines 33 – 36, Knight):

1) advertising message (Col. 24, lines 33 – 36, Knight).

Knight also discloses message board display lines for the message board display (Col. 16, lines 50 – 55, Knight). However, Knight is silent with respect to: hypertext link.

Art Unit: 2162

On the other hand, Buck discloses: a respective hypertext link (Fig. 2B, item 4A, Col. 6, lines 38 – 41, Buck).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to incorporate the Buck's teachings to the system Knight. Skilled artisan would have been motivated to do so, as suggested by Buck (Col. 6, lines 45 – 47, Buck), to provide users the ability to select a listed site and then transferred to the Web site location via link. In addition, both of the references (Knight and Buck) teach features that are directed to analogous art and they are directed to the same field of endeavor, such as, databases management systems, advertising, and user messages. This close relation between both of the references highly suggests an expectation of success.

Furthermore, the combination of Knight in view of Buck discloses:

2) a corresponding fixed line number within a plurality of message board display lines for the message board display, for a display of the respective hypertext link (Fig. 3D, and 4, item 365, and 415 and 430, Col. 16 and 20, lines 50 – 55 and 18 – 27; respectively, Knight; and Fig. 4A, Col. 6, lines 23 – 28, Buck);

C) generate the message board display (Col. 11, lines 37 – 42, Knight) comprising:

1) each user input message of the plurality of user input messages displayed at a respective line of the plurality of message board display lines

relative to the beginning of the message board display (Col. 12, lines 2 – 13, “area/class/subclass identifier”, Knight), and

2) each respective hypertext link displayed at the corresponding fixed line number of the message board display (Fig. 3D, and 4, item 365, and 415 and 430, Col. 16 and 20, lines 50 – 55 and 18 – 27; respectively, Knight; and Fig. 4A, Col. 6, lines 23 – 28, Buck).

Regarding Claim 24, the combination of Knight in view of Buck discloses a computer system, the at least one server computer further programmed to:

update the message board display with a new user input message displayed at a respective line of the plurality of message board display lines, relative to the beginning of the message board display (Col. 16, lines 56 – 58, Knight); and

preserve the message board display of the hypertext link position at the corresponding fixed line number of the message board display (Fig. 3D, and 4, item 365, and 415 and 430, Col. 16 and 20, lines 50 – 55 and 18 – 27; respectively, Knight; and Fig. 4A, Col. 6, lines 23 – 28, Buck).

Regarding Claim 25, the combination of Knight in view of Buck discloses an Internet-based Computer system for generating a message board display of an Internet-based message board, said computer system comprising an at least one server computer programmed to:

A) receive a plurality of user input messages from a plurality of respective users (Col. 6, lines 10 – 13, Knight);

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers (Col. 24, lines 33 – 36, Knight), wherein each respective advertising offer of the plurality of advertising offers comprises:

1) a respective hypertext link to an advertising message (Col. 16, lines 50 – 55, Knight; and Fig. 2B, item 4A, Col. 6, lines 38 – 41, Buck), and

2) a corresponding fixed line number within a plurality of message board display lines for the message board display, for a display of the respective hypertext link (Fig. 3D, and 4, item 365, and 415 and 430, Col. 16 and 20, lines 50 – 55 and 18 – 27; respectively, Knight; and Fig. 4A, Col. 6, lines 23 – 28, Buck);

C) generate the message board display of the plurality of message board display lines (Col. 11, lines 37 – 42, Knight) comprising:

1) the plurality of user input messages, wherein a respective line of the plurality of message board display lines, relative to the beginning of the message board display is provided for a respective display of each respective user input message of the plurality of user input messages (Col. 12, lines 2 – 13, “area/class/subclass identifier”, Knight), and

2) each respective hypertext link at a display line at the corresponding fixed line number of the message board display (Fig. 3D, and 4, item 365; and

415 and 430, Col. 16 and 20, lines 50 – 55 and 18 – 27; respectively, Knight; and Fig. 4A, Col. 6, lines 23 – 28, Buck).

Regarding Claim 26, the combination of Knight in view of Buck discloses a computer system, wherein each respective advertising subscriber of the plurality of respective advertising subscribers has paid a respective predetermined fee for a predetermined period of time for displaying the respective hypertext link at the corresponding fixed line number of the message board display (Col. 28, lines 17 – 20, Knight; and Col. 4, lines 13 – 28, Buck).

Regarding Claim 27, the combination of Knight in view of Buck discloses a method wherein each respective advertising subscriber of the plurality of respective advertising subscribers has paid a respective bid for a particular period of time for displaying the respective hypertext link at the corresponding fixed line number of the message board (Col. 28, lines 17 – 20, Knight; and Col. 4, lines 13 – 28, Buck).

Regarding Claim 28, the combination of Knight in view of Buck discloses an Internet-based computer system for generating a plurality of message board displays for a plurality of Internet-based message boards, said computer system comprising at least one server computer programmed to:



A) receive a plurality of user input messages from a plurality of respective message board users (Col. 6, lines 10 – 13, Knight), wherein each respective user input message of the plurality of user input messages comprises:

- 1) a respective user message (Col. 6, lines 10 – 13, Knight), and
- 2) a corresponding identification of a respective Internet-based message board of the plurality of Internet-based message boards on which the respective user message is to be displayed (Col. 12 and 20, lines 9 – 13 and 15 – 27; respectively, “this numerical index can be used on a daily basis by the service provider to automatically extract information of interest to the online community in one or two manners ...”, Knight);

B) receive a plurality of advertising offers from a plurality of respective advertising subscribers (Col. 24, lines 33 – 36, Knight), wherein each respective advertising offer of the plurality of advertising offers comprises:

- 1) a respective hypertext link to an advertising message (Col. 16, lines 50 – 55, Knight; and Fig. 2B, item 4A, Col. 6, lines 38 – 41, Buck),
- 2) a corresponding identification of a respective Internet-based message board of the plurality of Internet-based message boards on which the respective hypertext link is to be displayed (Col. 12 and 20, lines 9 – 13 and 15 – 27, Knight), and
- 3) a corresponding identification of a fixed line number within a plurality of message board display lines for the respective Internet-based message board for a display of the hypertext link (Fig. 3D, and 4, item 365, and 415 and 430, Col. 16

Art Unit: 2162

and 20, lines 50 – 55 and 18 – 27; respectively, Knight; and Fig. 4A, Col. 6, lines 23 – 28, Buck);

C) for each respective Internet-based message board of the plurality of Internet-based message boards (Col. 11, lines 37 – 42, Knight), generate a display comprising:

1) each respective user message for which the corresponding identification of a respective message board corresponds to the respective Internet-based message board, wherein a respective line relative to the beginning of the display is provided for display of the respective user-message (Col. 12, lines 2 – 13, “area/class/subclass identifier”, Knight), and

2) each respective hypertext link for which the corresponding identification of a respective Internet-based message board corresponds to the respective Internet-based message board, wherein the fixed line number within the plurality of message board display lines for the respective Internet-based message board is provided for display of the respective hypertext link (Fig. 3D, and 4, item 365, and 415 and 430, Col. 16 and 20, lines 50 – 55 and 18 – 27; respectively, Knight; and Fig. 4A, Col. 6, lines 23 – 28, Buck).

***Prior Art Made Of Record***

1. Knight (US Patent No. 6,515,681 B1, filed: May 11, 1999).
2. Buck et al. (US Patent No. 6,078,866, filed: September 14, 1998).
3. L. Vigil et al. (US 2001/0034654 A1).


***Points Of Contact***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Giovanna Colan whose telephone number is (571) 272-2752. The examiner can normally be reached on 8:30 am - 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Breene can be reached on (571) 272-4107. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Giovanna Colan  
Examiner  
Art Unit 2162  
January 18, 2007

  
Sana AL-Hachem